



## MFEA 2008 STAR Awards Entry Categories

### Printed Fund Company Communications

1. **Investor Prospectus Kit**—Enter current shareholder fulfillment mailer and prospectus or communications packet sent at initial investor request.
  2. **Annual Report**—Enter your current annual/semi-annual reports.
  3. **Printed Shareholder Newsletter**—Enter your printed shareholder newsletter.
  4. **Printed Advisor Newsletter**—Enter your printed advisor newsletter.
  5. **Printed Shareholder Magazine**—Enter magazine formatted shareholder communications.
  6. **Intermediary Introduction Kit**—Enter materials presented to advisors, broker/dealers, etc. to introduce your firm and products.
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### Printed Education and Promotional Materials

7. **IRA Communications**—Enter your educational brochure(s) or package(s) on IRAs intended for your retail audience.
  8. **Special Retirement Communications**—Enter your education brochure(s), mailing(s), or program(s) focusing on retirement or retirement planning.
  9. **Plan Participant Retirement Brochure/Kit**—Enter your educational brochure(s) or package(s) on retirement or IRAs for use by plan participants.
  10. **Educational Brochure**—Enter your brochure(s) with special emphasis on education (excluding IRA and Retirement): college planning, asset allocation, taxes, etc.
  11. **Special Communications**—Enter education program(s) or special-message mailing(s) targeted at current and/or prospective shareholders.
  12. **Plan Participant Communications**—Enter printed educational materials or collateral targeted to participant programs such as 401(k).
  13. **Plan Sponsor Communications**—Enter printed educational materials or collateral targeted to plan sponsors or administrators.
  14. **Participant Program Campaign**—Enter participant program campaign materials.
  15. **Printed Participant Newsletter**—Enter printed plan participant newsletters.
  16. **Advisor Communications**—Enter educational program(s), sales ideas, or special-message mailing(s) targeted to financial advisors and other intermediaries.
  17. **Advisor Communication Campaign**—Enter materials targeted to financial advisors and other intermediaries as part of a cohesive campaign.
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## Online Education & Services

18. **Electronic Shareholder Newsletter**—Enter electronic versions of your shareholder newsletter.
19. **Electronic Advisor Newsletter**—Enter electronic versions of your advisor newsletter.
20. **Online Participant Program Communications**—Enter online programs and educational materials targeted to participant programs such as 401(k).
21. **Online Retirement Center**—Enter your website’s retirement center/section targeted to retail investors, plan participants or advisors.
22. **Online Planning Center**—Enter targeted planning centers presented at your website such as estate planning, investing for children or college planning.
23. **Online Shareholder Services**—Enter sections of your website that provide unique and special services to shareholders such as account access or planning and education tools.
24. **Online Advisor Services**—Enter sections of your website that provide unique and special services to advisors and other intermediaries, such as client access, business building tools and sales ideas.
25. **Online Innovation**—Enter unique website features or programs that demonstrate innovative approaches to online fund technology.
26. **Online Marketing Campaign**—Enter online or e-mail marketing campaigns.
27. **Retail Home Page**—Enter the homepage of your retail website that introduces your firm and funds to individual investors.
28. **Advisor Home Page**—Enter the homepage of your advisor website that introduces your firm and funds to advisors.
29. **Retail Website**—Enter your company website that serves retail investors by submitting URLs of key sections, features and tools.
30. **Advisor Website**—Enter your company website that serves advisors by submitting URLs of key sections, features and tools.

**\*For online entries, provide all URLs and/or printed pages you would like evaluated.**

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## Special Categories

31. **Wild Card**—Enter that special effort that doesn’t fit into any other category. Be creative! (One entry per company.)
32. **Overall Communications Award**—The top award given in each of the three asset categories. To be considered for a STAR Award for overall shareholder communications, your firm must submit at least one entry from each of the following three entry categories:
  - Printed Fund Company Communications (Entry Categories 1-6)
  - Printed Educational and Promotional Materials (Entry Categories 7-17)
  - Online Education & Services (Entry Categories 18-30)